



THE CITY OF SAN DIEGO

Barrio Logan Redevelopment Project Area

FACT SHEET

The Barrio Logan Redevelopment Project Area is located in a mixed-use community near downtown San Diego at the foot of the San Diego/Coronado Bay Bridge. Redevelopment in this area will focus on eliminating blight while preserving the neighborhood's distinctive character. A major objective is development that enhances the community's cultural and ethnic qualities.

The Project Area is located along the San Diego harbor, close to the San Diego Convention Center and the ongoing ballpark redevelopment project. Adjacent to all forms of transportation, its ideal eastern location is in a burgeoning downtown area that is expecting \$3 billion in revitalization investment, and provides investors with an attractive opportunity to capitalize on a variety of commercial, public or mixed-use developments.

Barrio Logan Development Objectives:

- Elimination and prevention of blight and deterioration
- Encouragement of new and continuing private sector investment
- Diversification of the area's commercial base and employment opportunities
- Light industrial and manufacturing opportunities
- Development of multifamily and senior housing
- A strong transit character that minimizes existing congestion

The Barrio Logan Redevelopment Project Area benefits from a number of City redevelopment incentives, including:

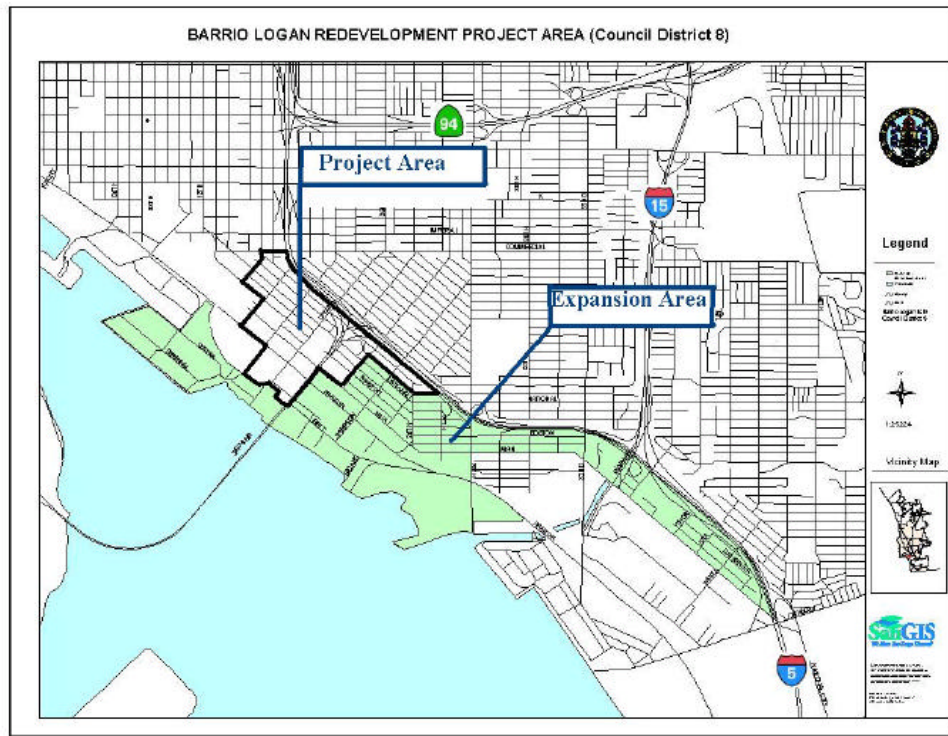
- Site assembly
- Fee reductions
- Permitting assistance
- Off-site improvements
- Low-cost financing incentives
- Housing programs
- Commercial façade rebates
- Agency land write-downs
- Brownfield development incentives

Advisory Committee

Barrio Logan Redevelopment Project Area Committee (PAC).
Meetings: The third Wednesday of every month, at 6 p.m., at Barrio Station, 2175 Newton Ave.

Project Contacts

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Projects:

Mercado Apartments: Built in 1995, the Mercado Apartments were honored with the prestigious Urban Land Institute award for “best integration of design.” The 144-unit affordable housing complex, located on Crosby Street, provides much-needed housing for hundreds in the Project Area.

Mercado Commercial Center: At the heart of Barrio Logan’s Mercado District lays the Mercado Commercial Center, a 116,000-square-foot shopping center that will serve thousands of people in the surrounding community. The mixed-use facilities combine commercial, retail, food, and entertainment establishments with an interesting mix of cultural and educational uses. The Mercado District will not only serve the area’s daytime population of 80,000 people, but also tourists and visitors from the greater San Diego area.

Chuey’s Restaurant: The Chuey's Restaurant project will transform an already existing 8,750-square-foot industrial warehouse into a restaurant within the Mercado District. The site plan contains a building footprint of approximately 15,000 square feet on a 39,000-square-foot lot, which will include landscaping and on-site parking. The Project is intended to preserve and expand a restaurant long associated with Barrio Logan and maintain community-serving retail and job opportunities in the Project Area. Chuey's Restaurant, a key fixture for more than 40 years in the Barrio Logan community, is strongly supported by community members.

Logan Avenue Revitalization: The Logan Avenue Revitalization project proposes to build on multiple parcels along a three-block section of Logan Avenue. A major objective includes a mixed-use residential corridor serving the adjacent micro-business district. The project would develop approximately 156 affordable multifamily residential units and approximately 37,500 square feet of neighboring retail commercial space.

Other Incentives Available:

State Enterprise Zone: The Barrio Logan Redevelopment Project is located in an Enterprise Zone, a geographically designated, economically depressed area in which businesses can receive several state tax breaks and other benefits. The major benefits of the Enterprise Zone Program are the tax savings on California business income taxes. These include:

- Sales or Use Tax Credit
- Hiring Credit
- Business Expense Deduction
- Net Interest Deduction for Lenders

Federal Renewal Community: The 2000 Community Renewal Tax Relief Act established new and beneficial federal income tax incentives for businesses and investments made in 40 areas around the country. These areas have been designated as “Renewal Communities.” To claim the Renewal Community federal income tax savings, the business or investment must meet other specific qualifying criteria for each tax benefit. A list of the Renewal Community tax savings is as follows:

- Renewal Community Employment Credit (RC Wage Credit)
- Commercial Revitalization Deduction
- Zero Percent Capital Gains Rate for RC Assets
- Increased Section 179 Expensing

San Diego Regional Revolving Loan Fund: The San Diego Revolving Loan Fund offers financial assistance to start-up and expanding businesses. Loan sizes are generally in the \$150,000 to \$500,000 range. Barrio Logan residents can benefit from a number of Revolving Loan Fund uses, which include:

- Rehabilitation of existing buildings, including related soft costs
- Property acquisition and improvements
- Fixed equipment or machinery
- New construction, including related soft costs
- Working capital
- Inventory (up to 50 percent of the loan amount)
- Commercial lease guarantees

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